

Central Hollywood
Coalition
Board of Directors

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Paramount Contractors

Roxanna Sassanian
Vice President
Sunset Gower Studios

Carol Massie
Secretary
McDonald's Restaurants

Duke Gallagher
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The Production Group

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The Fabiolus Café

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The Eberly Company

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Melissa Logan
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John Lupo
JMPL Property Mgmt.

Harout Markarian
Western Diocese of the
Armenian Church

Elizabeth McDonald
The Los Angeles
Film School

Michael Pogorzelski
AMPAS

Michael Smith
Broadreach Capital
Partners

Fred Rosenthal
Ametron

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Kerry Morrison
Consultant to the
Board



July 27, 2012

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah MacPherson
Executive Director
Sunset & Vine Business Improvement District

A handwritten signature in black ink, appearing to read "Sarah MacPherson".

SUBJECT: Second Quarter Report: April 1, 2012 through June 30, 2012

I. Operational Issues

- The Board reviewed and approved the 2011 Financial Review prepared by RBZ. Treasurer Duke Gallagher noted that the report is in sync with all of our bank accounts. The board also approved Forms 990 Federal and 199 State. The board is in the process of researching conflict of interest, whistleblower and document retention policies and has invited Jeff Briggs to an upcoming meeting to discuss each policy in detail.
- The Nominating Committee (comprised of Duke Gallagher, Kitty Gordillo and Mike Pogorzelski) reviewed applications for three open seats on the Board. In June, the committee presented two candidates for the Board of Directors: Melissa Logan from Amoeba Music and Mike Smith from Broadreach Capital. The Board unanimously approved appointing Logan and Smith, with terms expiring in February 2013.
- The board discussed making a CPI adjustment to the 2012/2013 assessment roll. In accordance with the Management District Plan, the board could opt to increase assessments by 3% each year. Both Security and Maintenance contracts are due to go out to bid soon and neither have been increased in some time, even after the BID was expanded. After some debate on the matter, it was carried to approve a 2% increase to the 2012/13 assessment roll.
- Staff is monitoring the Mayor's proposal to create an Economic Development Department in the city, in the wake of the CRA dissolution, to ensure that any transfer of responsibility for administering the BID program occurs seamlessly and does not diminish the level of quality support now received from the City Clerk's office.
- In April, the board took a moment to explore Academy Hollywood, the new AMPAS outdoor movie theatre. The group toured the facility, which was still under construction. The new outdoor space was selected to host the inaugural Sunset & Dine event held on June 7.

II. Security

- Discussions continued relative to the merits associated with upgrading the public safety camera system donated to LAPD. A subcommittee was formed, including members of the Sunset & Vine and Media District BID to look at options. LAPD detectives now want the camera equipment moved into their work area. At the subcommittee meeting, Metro Video offered to move the cameras to the detectives' room by covering the cost of labor, if the BID's paid for the cost of supplies. The Board agreed to this move and their share of the costs (approximately \$800) at the June meeting.
- Staff is monitoring the impacts of a temporary injunction (Lavan V. City of Los Angeles) affecting a portion of Downtown Los Angeles which prohibits the city from removing personal property from the public right of way. This has led to an increase in homeless encampments and unsanitary conditions on the streets and sidewalks near Skid Row. The concern is that this injunction might spread city-wide. During this quarter, members of the LA BID Consortium met with the Mayor to discuss concerns.
- There were 76 arrests made in the second quarter, bringing the YTD total to 160.
- There were 48 referrals made in the second quarter, bringing the YTD total to 159.

III. Streetscape Issues

- BID staff distributed a fact sheet to the committee presenting the most significant consequences of the proposed waste franchise and instructions on how to voice concerns about the proposal to council members Garcetti and LaBonge.
- The Board received a discounted "Spring Cleaning" rate sheet, prepared by Joe Mariani, for pressure washing both sidewalks and buildings, provided by Clean Street and Accurate Window Cleaning. The program was set up for those owners who wish to take advantage of services, above and beyond the basic cleaning the BID provides. This offer was one of the strategic goals the Streetscape Committee identified back in January.
- The BID Consortium met with public works staff to provide input on the proposed ordinance, which would place the liability for sidewalk repair on adjacent property owners. Assembly Bill 2231 is a reaction to the city's sidewalk ordinance previously discussed. The Bill would require cities to pay for sidewalk repairs due to tree roots.
- Significant activity occurred during this quarter with respect to the Hollywood Community Plan, pending at City Council. The Planning and Land Use Committee took public testimony on May 1, 2012. After that meeting, the Plan was sent to council with no recommendation. The plan was heard in City Council on June 19 and was passed. Appreciation was extended to Councilmember Eric Garcetti and Councilmember Tom LaBonge. The plan now goes to the Mayor for signature.

IV. Marketing Issues

- Devin Strecker and Joe Mariani attended the Hollywood Chamber Business Expo as exhibitors representing and promoting Hollywood HQ and Navigate Hollywood. Strecker said that approximately 50 people inquired about both sites and left business cards.
- The BIDs inaugural Sunset & Dine event took place on June 7, 2012. Board Members, BID Staff and neighborhood businesses came together in the preceding months to plan and prepare the event, hosted by the Academy of Motion Picture Arts & Sciences. The final budget to the board showed that the event had brought in \$8,829.72 (not counting a BID contribution of up to \$5,000) and the expenses had amounted to \$10,342.99, with a net loss of \$1,513.27. Factoring in the \$5,000 BID contribution, we were left with a surplus of \$3,486.73.
- Board President Brian Folb recommended donating a portion of the surplus to the art department at Helen Bernstein High School for their students' participation in our Pole Banner Contest. The contest allowed students to create their own visions for the new pole banners which will go up throughout the BID. The community then voted on their favorite designs and two banners were chosen this way. The other two designs were selected in a separate vote during our May Board Meeting. It was approved to contribute \$1,000 to the Art Department at the H.B.H.S. for all of their hard work.

V. Other

- In conjunction with the California Downtown Association, staff monitored progress of legislation proposing to prohibit the hiring of consultants or entities involved in the formation of a BID from managing or working for that BID once it has formed. The bill, AB 2265, ultimately was pulled by the sponsor due to intense opposition from BID and downtown associations throughout the state.
- A meeting was held with Guggenheim Securities to explore the concept of forming a joint powers authority in Hollywood to create a parking District. Several members of the BID board and the Chamber have created a working group to continue to explore.

CENTRAL HOLLYWOOD COALITION

CASH FLOW TO DATE AND BALANCE TO DATE

30-JUN-12

	ACTUALS To Date	BALANCE In Budget	TOTAL 2,012
Receipts			
Net Property Assessments	1,167,066	262,609	1,429,675
Grant and Misc. Income	5,089		5,089
Interest Income Wells Fargo	195	1,055	1,250
Interest Income County & City	871	629	1,500
Total Receipts and Budgeted Balance	1,173,220	264,294	1,437,514
Expenditures			
1. Neighborhood Issues			
a. Security	363,856	379,575	743,431
b. District Maintenance	186,288	183,288	369,576
c. Beautification		30,733	30,733
d. Marketing & Consultants	32,131	10,759	42,890
e. Social Services			
2. Management Contract	87,500	62,500	150,000
3. Professional Services			
a. Accounting	6,200		6,200
b. Legal		1,000	1,000
c. Insurance	10,888	112	11,000
4. Taxes and Fees	28,619	(25)	28,594
5. a. Contingency	194	4,003	4,197
b. Delinquency Private		28,000	28,000
c. Delinquency Public		14,055	14,055
Total Expenditures and Budgeted Balance	715,675	714,000	1,429,675
Net Cash	457,545	(449,706)	7,838

CENTRAL HOLLYWOOD COALITION

PROJECTED CASH FLOWS 2012

10-JUL-12

	ACTUALS					PROJECTIONS							Total
	January	February	March	April	May	June	July	August	September	October	November	December	2,012
Receipts													
2012 Property Assessments		661,759		63,265		442,042	43,768	43,768	43,768	43,768	43,768	43,768	1,429,676
Grant and Misc. Income						5,069							5,069
Estimated Interest Income Wells Fargo, Chase		0	9	84	48	53	176	176	176	176	176	176	1,260
Estimated Interest Income County & City				649		223	105	105	105	105	105	105	1,500
Total Projected Receipts		661,759	9	63,998	48	447,406	44,049	44,049	44,049	44,049	44,049	44,049	1,437,614
Expenditures													
1 Neighborhood Issues													
a Security	67,492	52,991	67,896	54,157	67,321	54,000	63,262	63,262	63,262	63,262	63,262	63,262	743,431
b District Maintenance	32,298	30,798	30,798	30,798	30,798	30,798	30,548	30,548	30,548	30,548	30,548	30,548	369,676
c Beautification							5,122	5,122	5,122	5,122	5,122	5,122	30,733
d Marketing & Consultants	16,644	300	600	1,837	685	11,965	1,793	1,793	1,793	1,793	1,793	1,793	42,890
e Social Services													
2 Management Contract													
25,000	12,500	12,500	12,500	12,500	12,500	12,500	10,417	10,417	10,417	10,417	10,417	10,417	160,000
3 Professional Services													
a Accounting					4,200	2,000	167	167	167	167	167	167	6,200
b Legal							19	19	19	19	19	19	1,000
c Insurance	10,888						(4)	(4)	(4)	(4)	(4)	(4)	28,594
4 Taxes and Fees													
28,594	28	48	18	28	29		667	667	667	667	667	667	4,197
43							4,667	4,667	4,667	4,667	4,667	4,667	28,000
5 a Contingency							2,342	2,342	2,342	2,342	2,342	2,342	14,066
b Delinquency Private													
c Delinquency Public													
Total Projected Expenditures	162,386	126,210	111,842	99,410	116,632	111,316	119,000	119,000	119,000	119,000	119,000	119,000	1,429,676
Net Cash	(162,386)	636,649	(111,832)	(36,412)	(116,464)	336,089	(74,961)	(74,961)	(74,961)	(74,961)	(74,961)	(74,961)	7,838
Cumulative Cash	(162,386)	384,184	272,361	236,939	121,465	467,646	382,694	307,643	232,691	167,740	82,789	7,838	

Gross Estimated Billings \$ 1,429,674.81

	Management Plan	2012 Budget	Actuals to Date
	%	\$	%
Security	52.0%	743,431	48.9%
Maintenance	25.9%	369,676	50.4%
Beautification	2.1%	30,733	
Marketing & Consulting	3.0%	42,890	74.9%
Social Services			
Administration, Legal, Accounting	11.8%	168,200	58.5%
Taxes & City Fees	2.0%	28,593	100.1%
Contingency	0.3%	4,197	4.6%
Delinquencies	2.9%	42,065	
Totals	100%	1,429,676	49.6%
			709,476